

ABNS Success Markers and Activities 2010-2012

Success Marker I	Success Marker II	Success Marker III	Success Marker IV	Success Marker V
ABNS is the authoritative resource and voice for issues of specialty nursing certification.	ABNS ensures organizational vitality with sustainability. <ul style="list-style-type: none"> • Provide benefits that delight the members. 	ABNS advances knowledge regarding specialty nursing certification through research. <ul style="list-style-type: none"> • Encourage and facilitate the conduct and dissemination of research on certification and patient outcomes, continued competence, employer support of certification, and the impact of certification in the workplace. 	ABNS supports continued competence as a means for ensuring patient safety.	ABNS promotes accreditation to recognize quality specialty nursing certification programs. <ul style="list-style-type: none"> • Recognize and support ABSNC.
Maintain ABNS website for organizational visibility and information sharing.	Implement a marketing plan and branding strategy. <ul style="list-style-type: none"> • Develop a marketing tool kit to guide members in their marketing initiatives. 	Change ABNS tax status to 501c3 nonprofit status to facilitate funding of research agenda	Monitor and provide members with continuing competence references and links to resources.	Develop and endorse a position statement that supports accreditation.
Collect information through electronic Organization Profiles; analyze and report findings.	Identify the universe of nursing certification organizations <ul style="list-style-type: none"> • Compile and update list of specialty certification organizations and Affiliates • Recruit those that are not members • Inquire of testing companies about nursing clients to assess if clients are members of ABNS 	Annually update nursing certification and competency bibliography.	Develop a position statement/white paper on continuing competence.	Recruit and promote specialty nursing certification programs to apply for ABSNC accreditation.
Post member poll questions, collect, summarize and report findings	Orient and mentor new ABNS members and first time Assembly attendees.	Explore a variety of structural models that will enable ABNS to support and facilitate research.	Identify state boards and Canadian provinces and territories that accept nursing certification for relicensure. Communicate with those that do not.	Define certification and certificate programs. Explain the key components and differences of each.
Provide relevant education and networking opportunities for members.	Provide networking opportunities for ABNS members.	Compile a list of member initiated and/or supported research projects; distribute and post;	Explore approaches to demonstrate continuing competency.	

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		update regularly.		
Publish information on nursing specialty certification.	Determine member satisfaction. Conduct member benchmarking/ satisfaction survey every two years; disseminate results.	Define clinical practice as it relates to certification and recertification requirements.	Share best practices and methods of recertification.	
Provide members with legislative updates.	Engage in succession planning for ABNS Board and management.	Solicit ongoing funding to enable implementation of the research agenda.	Define clinical practice as it relates to certification and recertification requirements.	
Promote certification and ABNS mission through a variety of activities (speaking, exhibiting, representing at meetings, etc.)	Honor and recognize nursing certification accomplishments through an awards program.			
Implement a marketing plan and branding strategy.	Evaluate the Assembly meeting structure, to include handling of business, and number of meetings per year.			
Market certification to employers.	Maintain a listserv to foster communication, and share information and best practices.			
Increase information on certification to the public. Create a public page on the website.				
Continue to invite CNOS and Deans of SONs to ABNS events.				
Participate in LACE meetings and other relevant meetings related to APRN.				
Disseminate information on advanced practice issues. Provide an APRN Forum at each Assembly meeting.				

Mega Trends for ABNS

- **Continued competence**
- **Patient safety/improved patient outcomes**
- **Advanced practice (APRN)**
- **Technology/Marketing/Communications**
- **Value of certification**
 - **Public trust**
 - **Accreditation**